

In re Appln. of EDER
Application No. 09/940,450

98. (previously added) The computer readable medium of claim 94 where the proposed changes are changes to alliance value drivers, brand value drivers, channel value drivers, customer value drivers, customer relationship value drivers, employee value drivers, equipment value drivers, intellectual property value drivers, partnership value drivers, process value drivers, production equipment value drivers, vendor value drivers, vendor relationship value drivers, sales of organization equity, purchases of organization equity or combinations thereof.

99. (previously added) The computer readable medium of claim 72 where the management reports detail the current organization value, prior organization value, future organization value, the change in organization value over time and combinations thereof.

100. (previously added) The computer readable medium of claim 99 where the elements of value include alliances, brands, channels, customers, customer relationships, employees, equipment, intellectual property, partnerships, processes, production equipment, vendors, vendor relationships and combinations thereof.

101. (previously added) The computer readable medium of claim 72 where the management reports detail organization value and changes in organization value by element of value and real option by enterprise.

102. (previously added) The computer readable medium of claim 72 where the management reports detailing changes in organization value over time are presented in movie mode.

103. (previously added) The computer readable medium of claim 72 where performance information includes component valuations, current operation valuations, element composite variables, element performance indicators, element relative contributions, element valuations, element value drivers, enterprise valuations, option discount rates, real option valuations, relative element strength and combinations thereof.

In re Appln. of EDER
Application No. 09/940,450

104. (previously added) The computer readable medium of claim 103 where the elements are alliances, brands, channels, customers, customer relationships, employees, equipment, intellectual property, partnerships, processes, production equipment, vendors, vendor relationships and combinations thereof

105. (previously added) The computer readable medium of claim 103 where performance information is developed for one or more specified points in time within a sequential series of points in time.

106. (previously added) The computer readable medium of claim 103 where changes in performance information are tracked over time.

107. (previously added) The computer readable medium of claim 103 where valuations quantify net impact on organization financial performance and are completed using the organization cost of capital.

108. (previously added) The computer readable medium of claim 103 where element performance indicators quantify element of value impact on one or more aspects of enterprise financial performance.

109. (previously added) The computer readable medium of claim 103 where element performance indicators are selected from the group consisting of item variables and averages, patterns, ratios, summaries, trends, totals, rolling averages, rolling totals, time lagged data, time lagged ratios, time lagged trends, time lagged patterns, time lagged summaries and time lagged trends derived from item variables.

110. (previously added) The computer readable medium of claim 103 where item variable data is the numeric and date data associated with an element of value that contains one or more items.

In re Appln. of EDER
Application No. 09/940,450

111. (previously added) The computer readable medium of claim 103 wherein item variable data is obtained from advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, estimating systems, intellectual property management systems, process management systems, supply chain management systems, vendor management systems, operation management systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), quality control systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems, web site systems, the Internet, external databases, user input and combinations thereof.

112. (previously added) The computer readable medium of claim 103 where element value drivers are element performance indicators that are causal to changes in one or more aspects of enterprise financial performance.

113. (previously added) The computer readable medium of claim 103 where a series of models are used to identify the element value drivers.

114. (previously added) The computer readable medium of claim 103 wherein a neural net model selects an initial set of element performance indicators and an induction algorithm refines the selection and identifies the element value drivers.

115. (previously added) The computer readable medium of claim 103 where composite variables are mathematical or logical combinations of element value drivers.

116. (previously added) The computer readable medium of claim 103 where composite variables summarize element impact on an aspect of enterprise financial performance.

In re Appln. of EDER
Application No. 09/940,450

117. (previously added) The computer readable medium of claim 103 where vectors are mathematical or logical combinations of element value drivers and composite variables that summarize element impact on an aspect of enterprise financial performance.

118. (previously added) The computer readable medium of claim 103 where element relative contributions quantify relative element of value impacts on an aspect of organization financial performance by enterprise.

119. (previously added) The computer readable medium of claim 118 where the element of value impact on an aspect of enterprise financial performance is the impact on the aspect of organization financial performance net of any impact on other elements of value.

120. (previously added) The computer readable medium of claim 118 where the element impact on an aspect of organization financial performance is determined by one or more predictive models.

121. (previously added) The method of claim 118 where element value drivers, composite variables or vectors are used as inputs to the predictive model that identifies relative element of value contributions to an aspect of organization financial performance by enterprise and the output weights from the predictive model are used to determine relative element contribution by enterprise.

122. (previously added) The computer readable medium of claim 103 where element valuations are the sum of element contributions to each category of value present in the organization.

123. (previously added) The computer readable medium of claim 122 where the categories of value are current operation, real option, market sentiment and combinations thereof.

In re Appln. of EDER
Application No. 09/940,450

124. (previously added) The computer readable medium of claim 103 where the method used for calculating element valuations is determined in part by the level of interaction between elements of value.

125. (previously added) The computer readable medium of claim 103 where element valuations are calculated by summing the element of value contribution to each enterprise in the organization.

126. (previously added) The computer readable medium of claim 125 where the element of value contribution to each enterprise current operation includes the product of the relative contribution of each element of value to each component of value and the capitalized value of each component of value.

127. (previously added) The computer readable medium of claim 72 where the performance information includes the identification of element of value characteristics that are causal to changes in one or more aspects of organization financial performance.

128. (previously added) The computer readable medium of claim 103 wherein relative element strength is determined using data envelopment analysis.

129. (previously added) The computer readable medium of claim 103 wherein option discount rates are determined as a function of relative element strength.

130. (previously added) The computer readable medium of claim 103 wherein the real option values are determined using dynamic programming, binomial algorithms, neural network algorithms or Black Scholes algorithms.

131. (previously added) The computer readable medium of claim 72 where the lists identify changes that will optimize organization revenue, organization expense, organization capital change, organization current operation value, organization market value and combinations thereof.

In re Appln. of EDER
Application No. 09/940,450

132. (previously added) The computer readable medium of claim 131 where changes are listed in capital efficiency order.

133. (previously added) The computer readable medium of claim 72 where equity trading is completed when the value of organization market sentiment is negative.

134. (previously added) The computer readable medium of claim 62 that learns the relative importance of the different elements of value, categories of value and enterprises in determining organization financial performance.